

PEOPLE & WEALTH

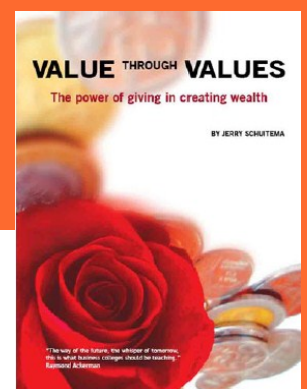


LEARNING THE POWERFUL PRINCIPLES OF ADDING VALUE

The programme that delivers meaning to people in the workplace by telling them what makes business tick. More so what makes them tick - that our true value lies in our capacity to make a contribution to others.

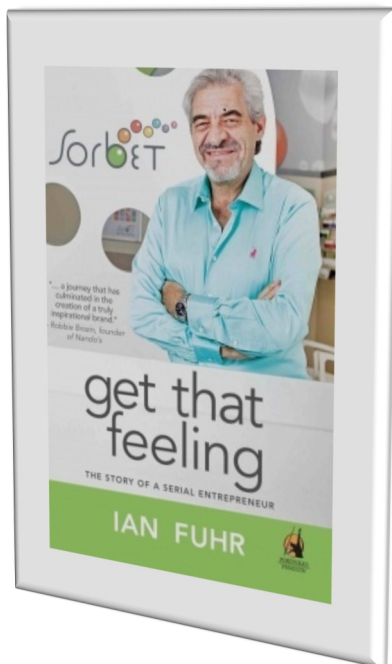
NOW AVAILABLE AT LOW COST
"OFF-THE-SHELF" PURCHASE!

"The way of the future. The whisper of tomorrow."
- Raymond Ackerman.



PEOPLE & WEALTH

Helping to make a successful entrepreneur



“Through Jerry Schuitema’s *People and Wealth* programme, I learnt that business was nothing more than people serving people. Everything else flowed from that. ” Page 142

“I do not say this lightly..... but my life and the Sorbet Story may well have been very different if it wasn’t for those truly powerful messages you gave me about, “people, service and wealth” all those years ago.”

Ian Fuhr

People and Wealth has a proven value not only to prospective entrepreneurs but to small and medium enterprises . It is of particular value in enlisting employee involvement in a business.

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“get that feeling!”

BEHIND THIS UNIQUE OFFER

“Anyone who is involved with training knows how much it costs and to what extent these costs are inflated by unnecessary frills. This is particularly true for externally driven “transformation” type programmes. For obvious commercial and exclusivity reasons vendors of training products cling to this approach.

People and Wealth was designed with a different purpose in mind. It focused on sharing of knowledge, stripped of all frills and promotional hocus-pocus. It’s collaborative approach meant that at the outset transferability of ownership and roll-out was a key concern. A self driven process, particularly if it involved first line management, or better still senior and executive management enhances trust and employee involvement.

With this intent built into the design, and having witnessed countless successful transfers in big and small clients, I have no hesitation in offering this programme, even in the absence of formal “trainer-training” on a discounted off-the-shelf basis. This makes this offer unique, especially for interactive and experiential learning programmes.

However, trainer-training or even external training is still an option which can be offered through associates.

There is a bigger, overriding purpose — advocacy of a powerful understanding in economics and one that can change behaviour and our destiny. As lofty as this sounds, I have witnessed the difference it makes at an individual level and in groups within companies. The Sorbet experience demonstrates that it works even at an entrepreneurial level.

The nominal charge for access to both *People and Wealth* and its sister programme *Inspired Service*, is a reversal of the consultant driven approach.

True value is not always reflected in a price! But it is rare to find value exceeding price by such a margin”

Jerry Schuitema

We trust those the most who give us knowledge.

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THE POWER OF EMPATHY

ABOUT PEOPLE & WEALTH:

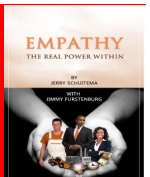
A business orientation programme, People & Wealth is suited for people who work in business but don't know how business works. What differentiates this programme from all other workshops is that it has a strong attitudinal focus and is founded on the "Value through Values" philosophy. The values ethos reveals an axiomatic truth which everyone can adopt to achieve personal abundance and contentment. That truth - our true value as human beings is to be of service to other human beings.

CREATING BUSINESS AWARENESS

The value-added approach creates a "fresh" yet ancient and logical understanding that business exists in the first instance because it is doing something useful in providing society with goods and services it needs. This means that all involved (owners, management and employees) are dependent on a common contribution which can be measured in "value-added" or wealth created. Value-added is also the reward which the stakeholders have to share (wealth distributed.) Sharing has to meet the legitimate expectations of the participants (wages, salaries, profits, dividends.)

Once the simple value-added principle is understood, all facets of a business and sound business principles are effectively linked to "value-adding" (contributory) behaviour, swinging emphasis away from a purely "taking" approach to ownership and employment, and enhancing a mutually benefiting stakeholder perspective.

EMPATHY IS A BASIC INSTINCT. CONTRIBUTION REFLECTS IT.



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LEARNING THE PRINCIPLES OF COMMON PURPOSE AND COMMON FATE

APPROACH

This programme was written from an employee perspective to enhance an understanding of the contribution of labour to the creation of wealth. Presenting employees in the workplace as a cost to the shareholder adds to tension between the stakeholders. By switching the emphasis to contribution the stakeholders are presented as essential partners, all dependent upon serving the customer for rewards.

The Contribution Account™ which is based on the value added statement, a legitimate accounting tool, is used as the most appropriate performance measurement of stakeholder interests. It is the only stakeholder measurement of both contribution and reward and enables a market driven understanding of a company. An understanding of the Contribution Account™ enables a company to use the format in the regular sharing of financial information. By empowering and encouraging line management involvement in communicating information in the format, one can enter an exciting era of ongoing development of employee understanding. At the same time one can meet the growing requirements for disclosure and transparency.

The course is ideologically neutral and is primarily aimed at empowerment. You can present it with total confidence that you are doing so in the interests of your participants, and to enhance their knowledge and understanding. That is its purpose. It is not to manipulate but to empower.

MAKING BUSINESS SENSE OF EMPATHY.



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Making modern sense of classic business principles.

OUTCOMES

***People and Wealth*, and its sister programme *Inspired Service* for higher levels of awareness, are ideally suited to the challenges facing business today and the pressure for transformation.**

- It is not only a stakeholder expression of the enterprise, but creates empathy for and understanding of each stakeholder and their legitimate expectations.
- Accommodates ,strengthens and merges seamlessly with other strategic interventions such as Triple Bottom line and Balance Scorecard.
- Contributes strongly to measures for sound governance, sustainability and transparency.
- Accommodates, strengthens and can merge with other training and operational improvement measures.
- Creates a simple template for regularly sharing financial information with staff at all levels.
- Forges a common customer focused purpose in the business.
- Encourages flexibility and can be used as a springboard for variable pay, including Esops, profit sharing (calculated in different ways including Rona, Ebit and Eva), gain sharing, productivity bonuses, and the ultimate of fortune sharing.
- Merges comfortably with all standard and statutory reports, including the Sustainability report.
- The value-added approach facilitates productivity improvement by making people aware of wastage and the need for prudence.
- Improves morale by giving people a sense of meaning in the workplace.
- Designed in an illiterate environment, the course achieves more than 65% retention after delivery. Accompanied by regular information sharing this has been increased to 85% up to 18 months later.

To create something of value for others is the oldest business principle known.



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CONTENT

MARKETS

1. People in economics
 - Nature of demand and supply
 - Understanding markets
2. Supply, demand and price
 - Differentiated pay
3. Our company
 - How we serve
 - How each employee serves
 - Products and processes

WEALTH

4. The nature of wealth
 - Measuring value added
 - Increasing wealth
 - Increasing our company wealth
 - Productivity
5. Distributing wealth
 - The role of each stakeholder
 - The role of profits
6. Role play
 - Balancing needs of stakeholders
 - Importance of increasing wealth rather than sharing differently

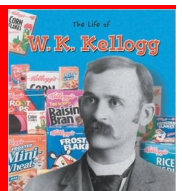
PEOPLE & WEALTH STYLE

- Fully interactive and illustrated
- Customised and contextualized
- Self driven.
- Comprehensive instructions
- Practical and active examples
- Participant role play
- Workbook
- Optional game link

EXTRAS (ON DEMAND)

1. GAIN SHARING
 - EVA
 - Mine bonus scheme
 - Fortune sharing
2. FINANCIAL PRINCIPLES
 - ROCE, RONA
 - ROI
 - EBIT
 - Gearing
 - Other

*“The purpose of a business is
To add value to people’s lives.”*



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EXCERPTS FROM INSTRUCTOR'S MANUAL

INTRODUCTION 6

TRAINER'S GUIDE - HOW TO USE

The trainer's guide has been designed so as to be easy to use. Its conventions are as follows:

- The course is divided into 6 modules, each separated with a title page.
- What you see in normal print and is preceded by **ASK**, or **STATE**: (instructions to you are the shaded areas).
- Overheads are reduced. Overheads appear first, followed by their explanation.

The first time you run this programme, follow the format as it is given. You may wish to experiment after you have run through it once.

Please feel free to state either questions or answer in your own words. The most important thing is that each point is covered with the participants.

NOTE: The course outline/timing is merely a guideline. Depending on the level of the group and the relative ease with which participants grasp the various concepts and exercises, you may wish to vary the timetable accordingly. The most important point is that each section is covered thoroughly with the participants.

INSTRUCTION:

The pages in the workbook correspond to the overhead transparencies. Ask participants to follow by turning the page each time a new transparency is shown.

Show SLIDE PW1



[For trainer manual excerpts click here.](#)

[For workbook excerpts click here.](#)

Show OHT PW3.



ASK:

This man is trying to sell things on top of a mountain.
What is he doing wrong?

INSTRUCTION:

Write down the consensus answer on a flipchart.
Get participants to write the answer in their workbooks.

EXPECTED ANSWERS:

- ☐ The man obviously has no customers, and there is no-one to buy his things.

Show OHT PW4.



INSTRUCTION:

Let the participants give **ONLY ONE** answer each, that they most strongly associate with economics.

*Write them down on a flipchart. Divide the answers:

THINGS

PEOPLE

- | | |
|------------------|----------|
| * MONEY | * JOBS |
| * BANKS | * LABOUR |
| * FACTORIES | |
| * SYSTEMS, E.G.: | |
| * CAPITALISM | |
| * SOCIALISM | |
| * FREE MARKET | |

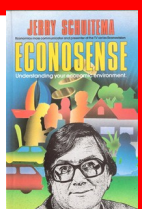
Some say markets press them to determine whether they think of markets as a place (things) or as people buying and selling.

PLACE FLIPCHART ON WALL

Show OHT PW 2.



“In character, in manner, in style, in all things, the supreme excellence is simplicity.” - Longfellow



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Making it your own

Customisation

While not absolutely essential, a key strength of the programme is making critical learning points relevant to the individual company or workplace. While customized content fits into specific models and in a specific format, additional content can be included to cover the extra's mentioned earlier under CONTENT.

Previous additions included:

- EBIT based gain share scheme (Anglo Alpha Cement).
- EVA based bonuses (NCP).
- NOI based bonuses (Dulux).
- ESOP familiarisation. (Abakor.)

Other customization included creating understanding of process improvement processes such as 20Keys and throughout accounting.

Customisation is dependent on provision of full information and illustrations, guided by a questionnaire. This includes accountant processing of the Contac™ based on a provided template. Where actual figures are confidential, the figures can be indexed to give a proportion of wealth creation and distribution. This is less effective than providing the actual figures, but can be unavoidable.

Customisation services are offered by the author at negotiated rates.

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What people have said about *PEOPLE & WEALTH* and its sister programme *INSPIRED SERVICE*:

- * *"I definitely have been inspired and have learnt something new."*
- * *"This course is highly recommended to anybody and I think if our country can be run in this way of thinking we'll be a lot better off!"*
- * *"There are a lot of unhappy people who need this workshop to put things into perspective."*
- * *"Did not know economics was so interesting. Maybe I should change my career."*
- * *"Everyone in Momentum should go on this course, from the cleaners right up to the CEO. Actually it should be made compulsory for everyone in SA."*



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BACKGROUND AND HISTORY

People and Wealth was born in the early 1990's in the conflict ridden environment of Western Areas Gold mine. It was co-designed with the Human Resource Manager, the late Ben Coetsee, to support a communication effort in sharing financial information with staff and to enhance understanding of a simple bonus scheme. The largest part of the learner group was illiterate and had command only of the widely used Fanagalo instructional language.

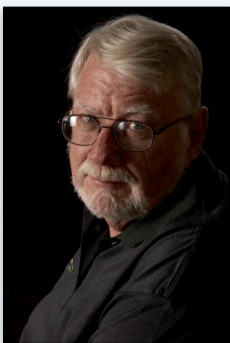
This meant reliance on illustrations, demonstrations, games and role playing in transferring financial figures and business concepts to the participants. Jerry Schuitema, in turn, had been exposed to the value-added statement at Templeton College in Oxford, and an accounting format designed in Britain to address labour concerns. This was to become the core of the programme. After the first few presentations, comprehension of the participants was measured at a miraculous 68%. After 18 months, with sharing financial information, measured comprehension had increased to 85%.

The collaborative approach to training design was followed in subsequent clients, with some prestige training units such as South African Breweries, Sasol and Absa involved. Schuitema brought his years of exposure to economics and his broadcasting communications experience to bear.

This has culminated in a unique programme, put together with shop-floor building blocks, including IR, HR, and training specialists; trade unions, accountants, supervisors and communication staff. The approach became highly flexible, enabling it to accommodate and merge with other training efforts, customizable to any operation or site and embrace process improvement projects such as 20Keys, Goldratt's throughput accounting, Balanced Scorecards and 3BL. The preference for supervisor involvement in the training led to the design of detailed instructor manuals and a highly transferable process. This in turn led to the design of a higher level orientation programme, later named Inspired Service.

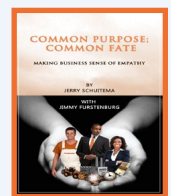
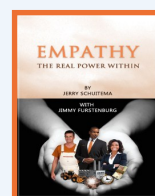
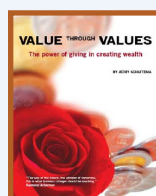
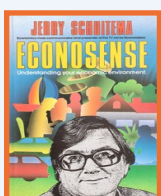
In time both programmes made all aware of the power of this understanding in influencing key strategic factors such as customer focus, growth orientation instead of containment, staff involvement, and variable pay.

ABOUT THE PRINCIPAL DESIGNER



Jerry Schuitema has spent about half a century in the front line of Economic communications. He pioneered many Economic broadcast products as well as the establishment of the Economics Desk at the SABC. He is a columnist and author of four books, mostly dealing with the value-added approach to enterprise. He co-founded Schuitema Associates and established South Africa's first Employee Developmental communications consultancy on the clear conviction that enhancing economic awareness was best done in the workplace.

The basic training modules and Communications process place a single and powerful focus on the serving and sharing nature of all economic activity; with the central theme that of Wealth creation for all. The core of the developmental communications work has crystallised into a single, powerful focus on Wealth Creation and value driven market principles.



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WHAT YOU GET

1. Licence to deliver and customize the programme (See T&C's)
2. Licence to convert to your own preferred delivery format. (see T&C's)
3. Detailed instructor's manual in PDF format.
4. Illustrated participant's workbook in PDF format.
5. Colour illustrations on PowerPoint file.
6. Video clip of Marqual™ game for optional inclusion.
7. Digital pictures of game building process.
8. Additional instructions on Marqual™ use for various learning experiences.
9. Application document for Seta accreditation.
10. Template form for compiling a Contact™.

Note: The instructor's manual and participant workbook reflect customization for a small panel-beating shop that no longer exists. This has been done to guide you on how to customize your programme, and should be excised if not needed.

PRESENTATION

This programme would not be offered as a single on-line purchase if there was an absolute need for external presentation or a costly and time consuming Trainer Training process. It has been successfully self driven in a number of sites even by non-trainers, such as first line supervisory staff. In some cases, senior management without prior training, have effectively delivered the programme. Experienced trainers should have no difficulty in being able to present it, especially if it customized and incorporated into current training.

The manual has been written in such detail, that a close study of the content obviates the need for prior training. Redacted extracts from the manual can be made available prior to purchase.

In addition, the seller is available for familiarisation and advisory sessions at standard consulting rates, and within 300 km distance from Swellendam. This would include Cape Town and George.

PEOPLE & WEALTH

TERMS, CONDITIONS AND EXCLUSIONS

1. The seller gives the buyer the right to customize, adapt, and present the programme in any manner as the buyer sees fit.
2. The purchase excludes training of trainers or external presentation. If required, the seller offers familiarisation and advisory sessions at standard consulting rates plus other costs related to these sessions such as travel, venues, and accommodation. These sessions have to be within a 300km radius of Swellendam. Alternatively contracted presenters can be arranged.
3. The buyer purchases the programme as is and the seller cannot be held liable for any consequence of or problems relating to presentation and/or delivery.
4. The programme cannot be duplicated or copied in any way, either before or after adjustments as in 1. above. Where additional copies are needed for the buyer's own use, these can be purchased from the seller at a negotiated discount per additional programme.
5. The programme cannot be resold any form.
6. Where the programme has been purchased by institutions such as training vendors or consultancies, as a training a product offered by them, the purchase is subject to a licence fee. Individual licence fees less a commission is payable for each client and/or site where the programme is implemented.
7. The stand-alone programme is not Seta registered as this was done by clients themselves as part of their internal orientation training. A Seta application form is included in the package.
8. Should an enterprise purchase the programme for conversion to a digital format for on-line delivery, it may only do so with the permission of the seller, and after agreement on a negotiated royalty on the content.
9. Components for the Marqual™ game are not included in this instrumentation. The component list and pictures give a clear indication of the requirements and should be available at plastic toy stores. In the event of the exact type not being available, these may be available directly from manufacturers or made to order. The components can be replaced with similar parts more readily available. This will simply require reproduction of the photographs without changing the instructions or process. Alternatively, the buyer can replace the game with his/her own ensuring that the learning outcomes are maintained. As a last resort, the instrumentation includes a video clip showing the game being played and which should be paused at the appropriate time to solicit feedback from participants. It can then be played further to reflect the conclusions.

Under the Copyright Act No 98 of 1978, it is a criminal offence to copy, resell, or make use of any copyright material without the owner's express permission.



ORDER FORM

PROCEDURE:

The instrumentation will be delivered on line and a password protected link provided to the buyer on completion and submission of this form and proof of payment. Alternatively all of the material can be transferred to appropriate digital storage which will be sent by mail or courier to the buyer at the latter's expense.

Please complete, scan, sign and resend this form to the seller at jerryschuitema@gmail.com. By mail to Jerry Schuitema. P.O. Box 121, Buffeljagsrivier, Swellendam 6742.

The seller can also be contacted at 082-410-3552.

PROGRAMME ORDERED	MARK WITH X	PEOPLE & WEALTH	INSPIRED SERVICE
NAME			
COMPANY			
POSTAL ADDRESS			
CODE			
PHYSICAL ADDRESS			
CODE			
EMAIL ADDRESS			
CONTACT NO			
PRODUCT USE (MARK WITH X)	SELF OR COMPANY		OUTSIDE CLIENTS
	OTHER	(EXPLAIN)	
DECLARATION	I HAVE READ, UNDERSTOOD AND AGREE TO THE TERMS, CONDITIONS, AND EXCLUSIONS OF THIS PURCHASE.		
	SIGNATURE		
	DATE		
	DELIVERY	ON LINE	MAIL
CUSTOMISATION REQUIRED	YES		NO
PRICES			
COMPANIES OR INSTITUTIONS	Participants more than 20	R3 500.00	
SME's	Part. Between 10 & 19	R2 500.00	
SME's	Part. Less than 10	R 1 500.00	
LICENCE TO PRESENT TO OTHERS	R neg.		